

WDEL	WSTW
Local interest is paramount in programming decisions	Local interest is paramount in programming decisions
Local news - top + bottom of the hour, every hour*	Local news - 4 minutes, 6a-9a, Monday-Friday
Local news hours - 2 hours per day	
The Rick Jensen Show - local issues as needed	
Commentaries - 1 minute, once per week, Rick Jensen and local leaders	
News Interviews - about 6 minutes per day, Monday-Friday. 90% of all interviews devoted to local news and issues	
<i>*often pre-empted for local sports</i>	

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Lifestyles - twice per week	Lifestyles - once per week
LatinBeat - Hispanic issues, once per week	WSTW Entertainment Update - 1 minute feature
News Interviews - about 6 minutes per day, Monday-Friday. 10% of all interviews devoted to raising local awareness of health and consumer issues, and general information	PSA - 80% are local issues and events; 20% are national, pre-recorded PSAs
Website PSAs are updated weekly and contain a mix of local issues, events and national awareness campaign PSAs	Website PSAs are updated weekly and contain a mix of local issues, events and national awareness campaign PSAs
PSA - 80% are local issues and events; 20% are national, pre-recorded PSAs	Remote broadcasts
Remote broadcasts	
Rick Jensen Show	
Assignment Delaware - 1 minute feature	
WDEL Educationwatch - 1 minute feature	
WDEL Entertainment Update - 1 minute feature	
WDEL Delaware Story - 1 minute feature	
Parent-to-Parent, locally produced show	

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Ascertainment Day - annual	Hometown Heroes
Public Affairs show guests fill out questionnaire - 3x/month	Ascertainment Day - annual
Latin Beat host is our liaison to the Latin American Community Center, a leader in the growing Hispanic community in New Castle County	Public Affairs show guests fill out questionnaire - 3x/month
News Interviews guests fill out questionnaire - as needed	Morning show sports reports
High school football - 2x per week	
High school baseball - 2x per week	
High school basketball - 2x per week	
UD football coverage	
UD basketball coverage	
Blue and Gold Game	
UD baseball	
High School Athlete of the Week	
Delaware Sports Tonight	
National programming is often pre-empted for local sports	

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Snowwatch - 4X/hour morning drive, 2X/hour afternoon drive	Snowwatch - 4X/hour morning drive, 2X/hour afternoon drive
Stormwatch - 4X/hour morning drive, 2X/hour afternoon drive	Stormwatch - 4X/hour morning drive, 2X/hour afternoon drive
Trafficwatch - 34x/day, weekdays	Trafficwatch - 22x/day, weekdays
Trafficwatch - Holiday travel	Trafficwatch - Holiday travel
Trafficwatch - special events	Trafficwatch - special events
Trafficwatch - major traffic troubles, as needed throughout the day	Trafficwatch - major traffic troubles, as needed throughout the day
Accuweather	Accuweather
News Interviews - major storm preparations advice and warnings	Delaware Point-of-Entry for AMBER alert system
Reporters at breaking news sites	Delaware Gateway for EAS, Weather Alert and Salem Nuclear site alert systems
Internet-based weather forecasting	Operations Manager is on the regional AMBER Alert Board
	Operations Manager is Delaware EAS co-chair

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Primary debates	Department of Elections "Loan an Employee" program
Primary coverage - 8pm - midnight	
Election debates	
Election coverage - 8pm - midnight	
News Interviews - candidates	
News Interviews - Party officials	
Rick Jensen Show - political candidates	
Rick Jensen Show - local politics as topic	
Department of Elections "Loan an Employee" program	
Primary and General Election coverage includes independent analysts on-air	
National convention coverage - only media outlet to cover the conventions live	
Emphasis on 'Delaware connection' in national convention reporting	
Political candidates who declined the debates: Robert Bovell (Wilmington Mayor), Dianne Kempinski (NCCC President)	
Political candidates who declined Rick Jensen's show: Ruthann Minner, Arthur Scott, Hazel Plant, Robert Jameson, John VanSant, Linda Cannon, Michael Mulrooney, Sherry Freebery	

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Operation Uplink	Goodwill Firehouse
Blood Bank media sponsor	Clothing drives
LACC partnership	Blood Bank media sponsor
News Interviews of charitable events, as needed	Toys for Tots
Latin Beat - Hispanic issues	Forum USA co-sponsor - a thrice-annual forum series designed to foster public dialog in an entertaining manner
Religious programming	PSAs - 80% local, 20% national
News Interviews of public health, as needed	
Local sports programming	
Forum USA co-sponsor, a	
News Interviews of public awareness, as needed	
News Interviews of consumer issues, as needed	
PSAs - 80% local, 20% national	
Awards:	
2003 Chesapeake AP/Wilmington Metro Region (9 awards)	
2003 Society of Professional Journalists (3 awards)	
2003 Radio and TV News Directors' Assoc (2 awards)	
2003 DE Press Association (6 awards)	
Delaware Today Best of Delaware (3 awards)	
2003 Best in Business - News Journal	
Latin American Community Center Corporate Award	

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	Hometown Heroes show - 2 hours per week
	Local artists on weekday programming

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Community Participation	Community Participation
Forum USA co-sponsor - a thrice-annual forum series designed to foster public dialog in an entertaining manner	Habitat for Humanity - housebuilding weekends (appearance and participants)
Operation Uplink	Delaware Humane Society's Annual Walk event
Blood Bank media sponsor	Greek Festival
LACC	Delaware National Guard Fundraising event
UW Pacesetter	Wilmington Jaycees
Disaster relief, as needed	The Heart Ball
Food drive	Muscular Dystrophy Lock-Up event
Toys for Tots	UCP Casual Day Event
Health Fair	Goodwill Firehouse
Creative Mentoring	Clothing drives
Muscular Dystrophy Lock-Up event	Blood Bank media sponsor
Habitat for Humanity	Toys for Tots
March of Dimes Readers' Choice Party event	UW Pacesetter
Alzheimer's Association Memory Walk event	Disaster relief, as needed
Walk event	Food drive
Wilmington Flower Market	Flower market
16 Arts associations (donations and appearances)	Health Fair
Meals on Wheels Evening with the Masters event	911 Commemorative Appearances and Broadcasts
911 Commemorative Appearances and Broadcasts	Creative Mentoring
and appearances)	
5 Parade appearances	
Health Fair	
Pet of the Week (website)	
Operation Uplink	

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Blood Bank media sponsor	
LACC	
UW Pacesetter	
Disaster relief, as needed	
Food drive	
Toys for Tots	
Health Fair	
Creative Mentoring	
Station Executives on Boards:	Station Executives on Boards:
Julian Booker: Artisan's Bank; Opportunity Center; MD, DC and DE Broadcasters Assoc; Rotary Club; State of DE Workforce Investment Board; Big Brothers/Big Sisters of DE; DE State Chamber of Commerce Small Busn Awards Committee (member); Ursuline Academy; United Way of DE; American Red Cross of DE (taskforce member); DE Assoc of Non-profit Agencies; St. Mary of the Assumption Exec Committee; American Cancer Society (conference committee member).	Julian Booker: Artisan's Bank; Opportunity Center; MD, DC and DE Broadcasters Assoc; Rotary Club; State of DE Workforce Investment Board; Big Brothers/Big Sisters of DE; DE State Chamber of Commerce Small Busn Awards Committee (member); Ursuline Academy; United Way of DE; American Red Cross of DE (taskforce member); DE Assoc of Non-profit Agencies; St. Mary of the Assumption Exec Committee; American Cancer Society (conference committee member).
Don Voltz: Heisman Trophy Committee (member).	Carol DeWitt: DE Employer's Council.
County Local Emergency Planning (member); Bar Bench Media Conference of DE.	Danielle Dibacco: Linda M. DiBacco Memorial Scholarship fund.
Cathy Donnelly: Phila. Folk Festival Community Service Committee.	John McClement: American Cancer Society Mid-Atlantic Region.
Awards:	Cynthia Morgan: Rotary Club (past-President); Better Business Bureau (past Chair); Greater Wilmington Radio Association.
2003 Chesapeake AP/Wilmington Metro Region (9 awards)	Charlie Slezak: Delaware Repeater Association.

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2003 Society of Professional Journalists (3 awards)	Dave Vallee: St. David's Dayschool; Madrigal Singers of DE.
2003 Radio and TV News Directors' Assoc (2 awards)	Association; MD, DC and DE Broadcasters Assoc.
2003 DE Press Association (6 awards)	Mark Weidel: Leukemia and Lymphoma Society of SE PA.
Delaware Today Best of Delaware (3 awards)	
2003 Best in Business - News Journal	